

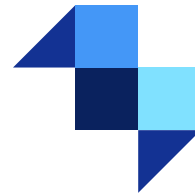
MASB SPRING SUMMIT 2025

Navigating Challenges in Sports Marketing

Panel Discussion

Moderator: Lee Hornick, MASB Director of Membership
Travis Dillon, SVP Marketing, Texas Rangers Baseball Club
Jennifer Haworth, EVP Chief Marketing Officer, Globe Life
Charley Green, Co-Founder, Break Away Sports Marketing

March 20-21 ○ SMU Cox School of Business



**Marketing
Accountability**
Standards
Board

The Panelists



Moderator: Lee Hornick
Director of Membership
MASB



Travis Dillon
SVP Marketing
Texas Rangers Baseball Club

Jennifer Haworth
EVP & Chief Marketing Officer
Globe Life



Charley Green
Co-Founder
Break Away Sports Marketing



***Thank You for
participating!***



What are the new possibilities and opportunities in sports marketing?

A new era of possibilities is now available for organizations to create immersive experiences that foster deeper connections with fans, cultivate brand loyalty, and boost athlete popularity.

From social media marketing to mobile optimization and video marketing, this interactive session explores what does the future of sports marketing look like?



Reflecting on the evolving landscape of sport marketing, how should we prepare for these opportunities and challenges:

- **Emerging technologies – How they've revolutionized the sports industry from mobile video streaming and fantasy sports to A.I. and virtual reality.**
- **How best to use data, analytics and artificial intelligence to make more informed sports marketing decisions?**
- **How do you use social media, digital platforms and AI to drive sport marketing strategy and execution?**
- **How should our brands stand out in a crowded marketplace?**
- **To enlarge the customer base, social media platforms have become instrumental in sports marketing. What are the top strategies to leverage the power of social media to cultivate brand loyalty?**
- **How should we measure sport marketing success?**

